

Minor in Digital Marketing (for Business majors only)

Code	Title	Semester Hours
Requirements for minor:		
MK 3330	Consumer Behavior	3
MK 3340	Communication Strategy and New Media	3
MK 4370	Marketing Analytics	3
MK 4390	Marketing Strategy	3
Select two Digital Marketing electives from the following:		6
MK 3350	Retailing	
MK 3370	Selling & Sales Management	
MK 3380	Interactive Services Marketing	
MK 4300	Special Topics in Marketing	
MK 4310	Advertising Management	
MK 4320	Distribution and Pricing Decisions	
MK 4380	Sports Marketing	
Total Semester Hours		18